

Argument In Favor of Measure Q

VOTE YES ON MEASURE Q to PROTECT FARMLAND AND PREVENT SPRAWL

In 2002 and 2013, the people of Watsonville voted overwhelmingly to protect farmland and prioritize future development within the Urban Limit Line. In so doing, residents clearly stated they do not want urban sprawl left to the political whims of future City Councils.

Voting Yes on Measure Q will reaffirm and extend these essential protections previously adopted by the citizens of Watsonville.

Watsonville is a special place. It must not become another sprawling city like San Jose. Our local agriculture businesses and industry provide thousands of essential jobs. Our world-class farmland feeds our community, region, and beyond.

Future development for housing and commercial should align with our existing Downtown Specific Plan and be prioritized on the city's many vacant and under-utilized properties instead of sacrificing essential farmland for sprawl.

54 other Central Coast and Bay Area communities share Watsonville's belief that urban limit lines are an essential tool to prevent urban sprawl and protect precious farmland. Renewing our established boundaries by supporting Measure Q will preserve our community's distinct character.

Voting Yes on Measure Q will ensure our valuable farmland remains protected and Watsonville grows in a sensible manner approved by voters, not the City Council.

Over 3,000 people signed the petition to place Measure Q on the November ballot. A broad and diverse community coalition of farmers, retirees, small business owners, non-profit leaders, environmentalists, elected officials, and community leaders joined together to reaffirm our collective belief that the people of Watsonville should decide our future.

Please join our community coalition by voting YES on Measure Q, Watsonville Planned Growth and Farmland Protection Initiative. Help keep Watsonville healthy and vibrant in a manner that will ensure a livable city for future generations.

Vote YES on Measure Q

s/ Sam Earnshaw, Member, Committee for Planned Growth and Farmland Protection*

s/ Greg Caput, Santa Cruz County Supervisor District 4

s/ Peter Navarro, Watsonville Farmer

s/ Nita Gizdich, Watsonville Farmer

s/ Felipe Hernandez, Member, Cabrillo College Board of Trustees

